### CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRO DAY</td>
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<tr>
<td>Lesson: Intro to Flash; tweening</td>
<td>HW - black square 10 sec. animation is due.</td>
<td>Lesson: Flash tips</td>
<td>HW - Type in Motion is due.</td>
<td>Lesson: Flash tips</td>
<td>HW – midterm 1st draft is due.</td>
<td>HW – midterm 2nd Draft is due.</td>
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<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
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</thead>
<tbody>
<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
</tr>
<tr>
<td>MID-TERM – Motion Graphic Design Animation</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>OPTIONAL CLASS - ELECTION DAY HW – final designs due.</td>
<td>OPTIONAL CLASS - VETERANS DAY HW - 1st draft of site due.</td>
<td>HW - 2nd draft of site due.</td>
<td>Lesson: See Interface Programming 2</td>
<td>Lesson: See Interface Programming 2</td>
<td>FINAL – flash website</td>
</tr>
</tbody>
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| INTRO DAY    | CRITIQUE     | WORK DAY     | CRITIQUE     | WORK DAY     | WORK DAY     | WORK DAY     | CRITIQUE     |

**Lesson:**
- Intro to Flash; tweening
- Flash tips; Motion guides; Adding sound the easy way
- Type in Motion is due.
- Midterm 1st draft is due.
- Midterm 2nd Draft is due.
- Intro Day
- Critique
- Work Day
AGENDA

- Text Animation Techniques
  - Animating individual letters
  - Using Masks
  - Animating transparency
  - Animating multiple properties at once
  - Overlapping keyframes
EXAMPLES

- Words at Play
  - http://www.wordsatplay.com/
- TOTEMS
  - http://totems.com/
- Victoria’s Secrets SWIM mini site
  - http://intranet.firstbornmultimedia.com/swim/%5Ffinal/
EXAMPLES

• Third party flash text animation tools:
  • Swish
    • http://www.swishzone.com/products/max/demos/swf/effects_demo.swf
    • http://www.swishzone.com/products/max/demos/swf/SwishmaxEffectViewer.swf
  • Wildform
    • http://www.wildform.com/products/wildfx/wildfxdemo/
ASSIGNMENT

• Kinetic Typography: Expression Through Type in Motion
  • Choose a few sentences from anywhere you like (a line from a book, a quote from a speech, a line from a movie, a line from a song, etc.) or make up your own. Then bring the sentence to life by animating the letters and words using Flash. No less than ten seconds in length.
  • purpose/objective: To solve a visual time-based design problem using only typography in order to communicate a narrative visual message.
  • format: 640x480, 30 frames per second:
    • 1. flash .swf (posted via an html file – use flash’s “publish” feature” to do this)
    • Be sure to this assignment on your class web site and provide a link for us to view it off of your main class web page.

Due: Week 5